



## **“Bring on Breakfast”**

### **2011-2012 Expanding Breakfast Grant Overview**

Fuel Up to Play 60 (FUTP60) schools in Colorado, Wyoming and Montana that have chosen “Bring on Breakfast” as their Healthy Eating Play may apply to receive a Western Dairy Association Expanding Breakfast Grant of up to \$2,000. This grant is structured to assist schools in “expanding” their breakfast program beyond traditional before-school service in order to increase participation. Western Dairy Association recognizes the importance of increasing school breakfast participation, which can positively impact student academic success and help reduce childhood hunger.

#### **Application Requirements**

- Eligible schools must participate in the National School Breakfast Program, serving breakfasts that meet Federal requirements and offering free or reduced priced breakfasts to eligible children.
- The Expanding Breakfast grants are available for Colorado, Wyoming and Montana schools which implement breakfast using an alternative/expanded service method. An alternative/expanded service method is defined as offering breakfast outside of the parameters of traditional before-school service. See Table 1 for example alternative/expanded serving methods.
- Eligible schools must actively participate in Fuel Up to Play 60 (FUTP60). Schools may enroll for the FUTP60 program and learn about “Bring on Breakfast” on the FUTP60 website. To learn more about FUTP60 visit [www.fueluptoplay60.com](http://www.fueluptoplay60.com).

- The proposed breakfast program must be fully implemented during the 2010-2011 or 2011-2012 school year in order to receive funds. Applications will be accepted beginning Jan 1, 2011.
- FUTP60 program advisor(s) will coordinate the service method in consultation with the district Nutrition Services department (including the District Nutrition Director and School Kitchen Manager).

#### **Table 1. Expanding Breakfast/Alternative Serving Methods (Examples)**

**Breakfast in the Classroom** - Students eat breakfast in their classroom at the beginning of the school day. Breakfast may be delivered to classrooms from the cafeteria by students or staff, or served from carts in the hallways.

**Grab 'n' Go** - All the components of school breakfast are conveniently packaged so students can easily grab a reimbursable meal quickly, either from the cafeteria line or from carts elsewhere on school grounds. Students may eat in the cafeteria, the classroom or another convenient location on school grounds. Meals are often served in breakfast bags.

**Breakfast after First Period** - Usually implemented in middle and high schools, students are allowed time after their first period to obtain breakfast, either in the cafeteria or from carts in the hallway, to then eat in the classroom or cafeteria.

**Breakfast on the Bus** - Students receive a reimbursable meal while riding the bus to school. This is especially useful in school districts that have consolidated and students have longer than normal commute time.

**Breakfast at the Bell** - At the sound of the bell, students enter the building and receive a reimbursable breakfast from conveniently located kiosks or breakfast carts.

- Grant monies may be used toward equipment (such as milk coolers or mobile insulated carts/bins, as well as minor alterations to accommodate new equipment); cafeteria enhancement; marketing (such as signs and printing); and breakfast promotion items. Grants must be used only for nonrecurring costs. Monies may not be used for food or labor. A line item budget detailing costs must be submitted with the grant application.
- Program proposals must include specific implementation objectives and the expected outcomes and benefits of expanding the existing program.
- Breakfast meals offered must meet the USDA National School Breakfast guidelines.

## **Selection Process**

Applications will be evaluated and approved by the Western Dairy Association School Program Directors. Grant applications will be evaluated based on:

- Adherence to the listed guidelines
- Program sustainability beyond the grant funding period
- Growth potential for breakfast participation

## **Application Instructions**

To apply for funding, complete the Expanding Breakfast grant application. Return grant application no later than December 1, 2011. All applicants will be notified of grant status and monies will be dispersed soon thereafter.

Western Dairy Association will provide a Memorandum of Understanding (MOU) to schools awarded grants. In order to receive funding, schools awarded grants must complete and return a signed MOU to Western Dairy Association.

Grant applications may be completed and submitted electronically at:

<http://westerndairyassociation.org/schools/breakfast/>

Alternatively, paper applications may be submitted to:

Tami Anderson, RD

Senior Director, Fuel Up to Play 60 Lead

Western Dairy Association

12000 Washington St. Ste. 175

Thornton, CO 80241

[tanderson@westerndairyassociation.org](mailto:tanderson@westerndairyassociation.org)

or fax a copy of the completed and signed application to 303-451-0411.



**“Bring on Breakfast”**  
**2011-2012 Expanding Breakfast Grant Application**  
Western Dairy Association

Grant applications may be completed and submitted on line at:  
<http://westerndairyassociation.org/schools/breakfast/>.

Traditionally, school breakfast has been served in the school cafeteria before the school day begins. However, for various reasons students may not participate in traditional cafeteria breakfast programs. Schools experience increased breakfast participation when an Expanded Breakfast Program, as defined in this grant application, is implemented. For more information and tools about Expanded Breakfast programs, visit our website at [www.westerndairyassociation.org/schools/breakfast](http://www.westerndairyassociation.org/schools/breakfast).

*(Please print or type)*

School/District Nutrition Director: \_\_\_\_\_

School Kitchen Manager: \_\_\_\_\_

School District: \_\_\_\_\_ School Name: \_\_\_\_\_

Address of School: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Grant Check Payable to: \_\_\_\_\_

Attention: \_\_\_\_\_ Address: \_\_\_\_\_

Fuel Up to Play 60 Program Advisor: \_\_\_\_\_

Phone (\_\_\_\_\_) \_\_\_\_\_ Fax(\_\_\_\_\_) \_\_\_\_\_

Email Address \_\_\_\_\_

Which method is best to reach you? \_\_\_\_\_

Grades to be served \_\_\_\_\_ School Enrollment \_\_\_\_\_

Current ADP Breakfast \_\_\_\_\_ Percent free/reduced \_\_\_\_\_

Average breakfast milk served \_\_\_\_\_ Current ADP lunch \_\_\_\_\_

Description of your current breakfast program:



**“Bring On Breakfast”  
2011-2012 Expanding Breakfast Grant Application  
Western Dairy Association**

What Expanded Breakfast option do you intend to offer?

- ☐ Breakfast in the classroom - breakfast served in the classroom
- ☐ Grab „n“ Go breakfast - meal carts/ breakfast bags in high traffic areas
- ☐ Breakfast after first period - a healthy break after the day begins
- ☐ Breakfast on the Bus - breakfast served on the bus ride to school
- ☐ Breakfast at the Bell -breakfast served in entry of school
- ☐ Other (please describe in detail) - \_\_\_\_\_

On average, what percent of students do you expect will participate in breakfast with this expanded service? \_\_\_\_\_

**Implementation Plan** (please complete the following)

**Establish Measurable Goals** - What goals do you intend to achieve?

**Identify Target Audience** - What steps will you take to gain support from administrators, teachers, classified staff, parents and students?

**Assess strengths and weaknesses** - Anticipated barriers/challenges to achieving objectives and strategies for overcoming them? (Barriers may include, but are not limited to: extra staffing requirements, tracking student participation, excess trash, increased need for storage of food and cooler for milk.)

Barrier/ Challenge	Strategy

**Develop Expanding Breakfast Strategies** - How will you market or promote your new breakfast program to increase participation?

**Line Item Budget-** Detail all expenses (equipment, promotion, other costs). Remember funds may not be used for food or labor.

Expense	Quantity	Unit Cost	Total Cost
Total requested			

**Implementation Strategies** - Provide plans (“who, what and when”) of implementation and promotion. Please include Kitchen Manager, FUTP60 advisor(s) and FUTP60 team members.

Date	Strategy	What is Needed	Who is Responsible

**Evaluation** - How will you evaluate your success? What information will you track?

With what percentage increase of breakfast participation will you be satisfied?

FUTP60 Program Advisor Signature \_\_\_\_\_ Date  
\_\_\_\_/\_\_\_\_/\_\_\_\_

FUTP60 Program Advisor Signature \_\_\_\_\_ Date  
\_\_\_\_/\_\_\_\_/\_\_\_\_

Kitchen Manager Signature \_\_\_\_\_ Date  
\_\_\_\_/\_\_\_\_/\_\_\_\_

SNS Director Signature (if applicable) \_\_\_\_\_ Date  
\_\_\_\_/\_\_\_\_/\_\_\_\_

School Principal Signature \_\_\_\_\_ Date  
\_\_\_\_/\_\_\_\_/\_\_\_\_

\* Please note that the application deadline is **December 1, 2011**. Applicants are encouraged to submit the application as soon as possible for priority consideration. Program must be implemented during the 2011-2012 school year.

---

Return grant application **no later than December 1, 2011** to:

Tami Anderson, RD  
Senior Director, Child Nutrition Fitness Initiative  
Western Dairy Association  
12000 Washington St. Ste. 175  
Thornton, CO 80241 fax-303-451-0411

Grant applications may be completed and submitted electronically at:

<http://westerndairyassociation.org/schools/breakfast/>.

# Expanding Breakfast

## Breakfast Resources

*Here are some resources that offer more information about Expanding Breakfast, and how offering an alternate breakfast serving method can increase participation in your school breakfast program.*

- Western Dairy Association, Expanding Breakfast  
[www.westerndairyassociation.org/schools/breakfast](http://www.westerndairyassociation.org/schools/breakfast)
- National Dairy Council, Nutrition Explorations  
[www.nationaldairycouncil.org](http://www.nationaldairycouncil.org)
- School Breakfast Scorecards, Food Research and Action Center  
<http://frac.org>
- SDA FNS School Breakfast Program  
<http://www.fns.usda.gov/cnd/Breakfast/Default.htm>
- General Mills Bell Institute of Health and Nutrition  
“Breakfast= School Success” Presentation Kit  
<http://www.bellinstitute.com/ResourceDetail.aspx?ResourceId=266&PageId=107&SubPageId=93>

## Other Resources

- Fuel Up to Play 60- Healthy Eating Plays; “Bring on Breakfast”  
[www.fueluptoplay60.com](http://www.fueluptoplay60.com)
- Esigns.com- order vinyl banners and free-standing signs to market breakfast promotion  
<http://www.esigns.com/>